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PRESS RELEASE

PLAST 2023 – ALL ON THE FLOOR, FIRST STAGE AT THE K SHOW IN DÜSSELDORF

*The organization of **PLAST-International Exhibition for the Plastics and Rubber Industries** which will take place **from Tuesday 5 to Friday 8 September 2023** at the Fiera Milano exhibition centre in Rho-Pero has started its journey.*

One year before the inauguration, **PLAST** secretariat has definitively put in motion the organizational machine of the Milanese event, activating the registrations for new exhibitors. On the other hand, 30 thousand square meters have been already reserved by approximately 600 exhibitors of PLAST 2021, which has been postponed to 2023 due to the pandemic.

PLAST 2023 will be officially launched at the next K fair in Düsseldorf: the organizer's stand (hall 16, stand A56) will provide detailed information to potential exhibitors and visitors. The launch will also include an informal event – on Sunday 23 October, at 6.30 pm, at the LMR room in CCD East – an invitation-only **cocktail party** for industry operators, with the live performance of an all-female band and a menu with an Italian touch.

Subsequently, the programming of the **events leading up to PLAST 2023** will also start, as well as the calendar of seminars, workshops, press conferences and company presentations that will take place in conjunction with the exhibition and that will help stimulate the discussions between the industry professionals. The halls of Fiera Milano will also welcome a number of **qualified international buyers** - invited and coordinated by the organizing secretariat - who will share their investment plans with exhibitors.

Moreover, the solutions that will be proposed at **PLAST 2023** - all **addressing sustainability** - will meet the needs of operators from all application sectors of the plastic and rubber industry: from packaging to automotive, from construction to electronics and medical equipment.

In addition, **PLAST 2023** will be once again hosting the three satellite exhibitions that have so much contributed to enriching the latest editions of this international trade fair: **RUBBER** (dedicated to the world of rubber), **3D PLAST** (with a focus on additive manufacturing and related technologies) and **PLAST-MAT** (dedicated to solutions based on innovative plastic materials).

The last edition of this international trade fair, organized by Promaplast srl in 2018, hosted **over 1,500 exhibitors** on a net area of **55 thousand square metres**, and welcomed at least **63 thousand visitors from all over the world**, offering them a wide technological showcase ranging from materials to manufacturing processes and from finished goods to services, but above all the most

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advanced solutions developed by machinery manufacturers such as equipment, auxiliaries and moulds for processing plastic and rubber.

According to the surveys of the Mecs-Amaplast study centre, the latter segment includes over 400 companies in Italy that in 2021 recorded a turnover of **over 4 billion euros**, of which 72% generated by exports.

Further details on the website plastonline.org.

Ufficio stampa **PLAST 2023**
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